

# Nitin Anand

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## Summary

- Entrepreneurial tech leader, influencer, digital sales and operations strategist getting solutions done right.
- Experienced in heading organizations through the full life cycle of hi-tech, distribution, and manufacturing initiatives including world class B2B, B2C, eCommerce, S&OP, sales, analytics, master data, web, mobile, UI, UX, visual design, marketing, and content management systems.
- Skilled in gathering requirements from stakeholders and translating them from concept to completion.
- Proven track record directing and implementing projects with aggressive deployment schedules.
- Impressive background building, leading, and mentoring global teams, designing, developing and delivering innovative software, and pioneering applications for numerous industries to grow business.
- Adept at working cross-functionally, managing large programs, and P&L to produce quality results.

## Experience

### **Senior Manager, Apple | Infosys | Mar 2018 – Present**

- Anchor for Apple's Corporate Finance Global Data Center Service Operations with responsibility over delivery, staffing agility, operational excellence, and the end-to-end portfolio of projects, handling products with an annual budget of \$20+ million and promoting services to expand business capabilities.
- Leading technology services and consulting to execute strategies for digital transformation from engineering to knowledge management, business process management, and application development.
- Focused on researching opportunities, crafting RFPs, preparing SOWs, dealing with escalations and handling business sales projections.
- Overseeing a large team of innovators across the globe, industries, and technologies.
- Heading projects from initial proposal, sizing, road mapping, through execution and providing state-of-the-art, high-quality solutions focused on the customer's business needs.
- Building and managing teams, gathering requirements, producing UX wireframes, creative direction, scheduling assignments, monitoring and reviewing deliverables to ensure successful implementation.
- Core member who is mentoring the team in the culture of learning, where teamwork and collaboration are encouraged, excellence is rewarded, and diversity is respected and valued.

### **Director, Digital Sales & Operations Planning | Southern Glazer's CA | Sep 2015 – Mar 2018**

- Spearheaded S&OP, covering \$4+ billion in annual sales forecasts, grew business, and optimized inventory 6% saving the company over \$300 million.
- Responsible for KPI's, P&L, restructuring, and insights for customer facing account executives, finance, operations, and partners including Diageo, Constellation, Suntory Beam, Pernod, Treasury, and more.
- Deployed online eCommerce digital platform strategy to manage all aspects of commercial sales planning, budgets, and demand-based forecasting with E2Open, JDA, SAP, and TMC integration.
- Directed consumer trend analysis for a broad range of retail giants including Costco, Walmart, Trader Joe's, Target, Albertsons, Smart & Final, Total Wine & More, Chili's, CVS, and more.
- Utilized best practices to build UX for comprehensive reporting.

### **Director, Master Data & Creative Services | Southern Wine & Spirits | Nov 2000 – Aug 2015**

- Oversaw digital strategy, design, development, and UX on web, sales, mobile, BI dashboards, and business applications for the largest alcohol distributor in North America which brings in \$15+ billion annually.
- Laid foundation for multimillion-dollar MDM, NIR, EDW, and DAM systems to serve online sales and goals.
- Grew B2B/eCommerce channel business from \$14k to \$70+ million annually within 3 years.
- Created architecture for Topaz, a sales force order entry software which brings in \$20 million/day.
- Headed strategic advisory groups for master data, reporting, web, and process management.
- Formed design and development teams, managed partners, vendors, and internal divisions on initiatives including omni-channel marketing campaigns, intranet, and product lifecycle management.
- Designed and deployed web solutions including CMS, website, intranet, B2B high volume site, and video.

### **Digital Media & Design Consultant | NitinAnand.com | Freelance**

- Crafted designs, new media solutions, and digital marketing strategies for organizations. Managed external business partnerships with global resources and clients. Responsible for full P&L, business development proposals, SOW, business requirements, and creative copy. Collaborated with product

managers to develop visionary interactive concepts and strategy for online advertising campaigns ranging from responsive applications, to touch screen kiosks, and print media: [NANAND78.com](http://NANAND78.com).

- **The Marketing Arm / ipsh!:** Created intuitive UI/UX interactive and omni-channel marketing solutions for some of the world's most recognized brands including Bacardi, Grey Goose, HP, Walmart, State Farm, Tostitos, AT&T, Bath & Body Works, Nintendo, Radio Shack, YPMobile, Willy Wonka, JCPenney, Monster, NFL, Dallas Cowboys, Bank of America, Victoria Secret Pink.
- **M&H Uniforms:** Designed responsive eCommerce [website](#) and branding for manufacturer that creates professional attire for: AirTran, Southwest, FedEx, Delta, US Airways, United Airlines, and more.
- **DDX Media:** Developed the edRover eCommerce app that offered an image driven shopping technique to Amazon.com with proceeds and donations going to help schools.
- **Tippett Studio:** Partnered with Media Elements to create UI/UX and rich interactive CMS for the effects company responsible for: Matrix Revolutions, New Moon, Beverly Hills Chihuahua, Men in Black 2, etc.
- **MLB, Oakland A's, Cisco:** Crafted Flash design, UI/UX, script and Omniture tracking for this project outsourced by Heartwood Studios: [Major League Baseballs A's Stadium of the Future](#).
- **Merkle/5<sup>th</sup> Finger:** Constructed Joseph A. Bank Build a Tuxedo iPhone App and GlaxoSmithKline's app.
- **ZScaler:** Created cloud security admin dashboards, wire frames, and application design.
- **Omega Mobile:** Developed prototypes for Chrysler, Jeep, Qualcomm, and Sprint apps.
- **Ring Central:** Designed email newsletter templates, branding, and some dashboards.

#### **Multimedia Instructor | Platt College | Feb 2000 – Dec 2000**

- Managed design and construction of new web curriculum to help create portfolios for students which prepared them for better career opportunities.
- Instructed students in the Adobe Suite (Flash ActionScript, Photoshop, Dreamweaver, Director), Sound Edit, FTP, and HTML, CSS, JavaScript. Taught Principles of design, work, user-interface, and web design.

#### **Education**

##### **BA Multimedia & Design**

California State University, Hayward (East Bay)

#### **Certifications**

- eCornell: Becoming a Powerful Leader
- Harvard Business: Manage Mentor, Customer Focus, and Leveraging Your Networks
- Lean Six Sigma Green Belt

#### **Technical Aptitude**

##### **Skills**

Technology Agnostic, Project / Product / Program Management (MS Office Suite, Excel, Word, PowerPoint, Omniplan, KPI, Budgeting, P&L, Sales, Agile, Scrum, Waterfall, SDLC, Process Management), UI / UX (Photoshop, Dreamweaver, Invision, Sketch, Balsamiq, Wireframing, Angular, React), S&OP (E2Open, SAP, ERP, AS400, JDA), Development (Java, Spring, Oracle, Mongo, HTML5, CSS3, JavaScript, iOS, Swift), Analytics (Google Analytics, WebTrends, Business Objects, Tableau, A/B Testing), Systems (MDM, Drupal, DNN, SharePoint, SEO/M), Art (Illustrations, Storyboard, Sculpting, Interaction Design, Digital Rendering, Icon, Web, Identity, Mobile).  
Background in building retail & restaurant businesses, plus designing, developing, and consulting for various companies.

**Publications & Media:** Yahoo Finance for Item Reclassification MDM Cloud, Bit Business Issue 5 (Japanese Magazine), Tech Week Volume 3, Issue 15, and internal newsletters for Southern Wine & Spirits.

**Fluent in English, Hindi, with some Spanish and Punjabi**

References [Available upon request](#).